

**Remarks/Arguments****I. Response to Rejections under 35 USC § 102**

At pages 2-4 of the Office Action, claims 1-35 are rejected under 35 USC§102(b) as being anticipated by "Ferrel" (US Patent 5,860,073). However, Ferrel does not disclose, suggest, or otherwise make obvious a method that includes "initiating delivery of a product subsidy when the user has printed a predetermined number of publications that include advertising", as recited in amended independent claim 1. Nor does Ferrel disclose, suggest, or otherwise make obvious a document delivery system that includes "a distribution module that provides a product subsidy to the user", as recited in amended independent claim 12. Nor does Ferrel disclose, suggest, or otherwise make obvious a storage medium comprising a plurality of executable instructions that implements an automated publication service that includes "a distribution function that distributes a product subsidy to the user", as recited in amended independent claim 27. Support for these amendments can be found at page 16, lines 2 – 34 of the original specification.

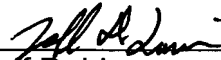
In Ferrel, a style sheet (that is, a collection of formatting information, such as font and tabs in a textual document) for a publishing system is provided. However, Ferrel does not include any disclosure of a product "subsidy" being offered to the subscriber. In fact, after searching the four corners of Ferrel, the Applicants assert that there is no mention of a "subsidy" of any kind within the Ferrel disclosure.

Accordingly, as Ferrel does not include all of the limitations of the Applicants claims, the Applicants respectfully request that the Examiner withdraw the rejection to the claims.

**II. Additional Fees:**

It is not believed that additional fees are due at this time; however, if any additional fee is required in connection with the filing of this Amendment, please charge the fee to Deposit Account No. 08-2025.

Respectfully Submitted,  
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